

# ORDER



WTUV-TV

Jim Quinn

T-PH

NAT

Cash

Broadcast

EOM/EOC

15%

Agency Commission:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Orders

Order / Rev:

Alt Order #:

Product Desc:

Estimate:

Flight Dates:

Original Date / Rev:

Order Type:

Agency

Name:

Buying Contact:

Billing Contact:

Name:

Demographic:

Product Codes:

Priority:

Revenue Codes:

Advertiser

Obama For America

A35+

PL-Presidential

P-1

AGY, GEN, POL

Greer Margolis Mitchell/ Pol

Billing Type:

Billing Calendar:

Billing Cycle:

Washington, DC 20007

3050 K St NW

1536

09/25/12 - 10/01/12

07/31/12 / 08/03/12

Political

Sales Region:

Sales Office:

Primary AE:

OBAMA FOR AMERICA

6259095

703687

Account Executives

Account Executive

Sales Office

Sales Region

Start Date / End Date

Order %

Start Of Order - End Of Order

100%

Jim Quinn

Order Share

Share

Total

WTUV-TV

28%

\$35,565.00

Market

100%

\$127,017.86

Competitive Share

Share

Total

WTUV

24%

\$30,484.29

WJXX

8%

\$10,161.43

WJXT

24%

\$30,484.29

WCWJ

0%

\$0.00

WAVS

16%

\$20,322.86

CABLE

0%

\$0.00

Start Date

End Date

Weekdays

Spots/Week

Rate

Rating

Start/End Time Days

Len Spots

Rate

Pri

Rtg

Type

Spots

Amount

E 1 WTUV 09/25/12 10/01/12 4:30a-5a CM 4:30a-5a MTWTF-- :30 5 \$50.00P-3 0.00 NM \$250.00

Week: 09/25/12 10/01/12 MTWTF-- 5 \$50.00 0.00

E 2 WTUV 09/25/12 10/01/12 5a-530a CM M-F 5a-530a MTWTF-- :30 2 \$250.00P-3 0.00 NM \$500.00

Week: 09/25/12 10/01/12 MTWTF-- 2 \$250.00 0.00

E 3 WTUV 09/25/12 10/01/12 530a-6a CM 530a-6a MTWTF-- :30 5 \$250.00P-3 0.00 NM \$1,250.00

Week: 09/25/12 10/01/12 MTWTF-- 5 \$250.00 0.00

WTLV-TV

Advertiser: Obama For America

Product Desc: OBAMA FOR AMERICA

Estimate: 1536

Order / Rev: 703687

Alt Order #: 6259095

Flight Dates: 09/25/12 - 10/01/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WTLV	09/25/12	10/01/12	530a-6a	CM	530a-6a	MTWTF--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
E 4	WTLV	09/25/12	10/01/12	M-F 6-7am	CM	6a-7a	MTWTF--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
E 5	WTLV	09/25/12	10/01/12	M-F 6-7am	CM	6a-7a	MTWTF--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
E 6	WTLV	09/25/12	10/01/12	Today Show	CM	7a-9a	MTWTF--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
E 7	WTLV	09/25/12	10/01/12	Today Show	CM	7a-9a	MTWTF--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
E 8	WTLV	09/25/12	10/01/12	Today Show II	CM	9a-10a	MTWTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
E 9	WTLV	09/25/12	10/01/12	M-F 10-11a	CM	M-F 10a-11a	MTWTF--	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
E 10	WTLV	09/25/12	10/01/12	M-F 11a-12p	CM	M-F 11a-12p	MTWTF--	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
E 11	WTLV	09/25/12	10/01/12	M-F 12-1230p	CM	M-F 12p-12:30p	MTWTF--	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
E 12	WTLV	09/25/12	10/01/12	M-F 1230-1p	CM	M-F 1230p-1257p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
E 13	WTLV	09/25/12	10/01/12	M-F 4-5p	CM	M-F 4p-5p	MTWTF--	:30	3	\$175.00	P-3	0.00	NM	3	\$525.00
E 14	WTLV	09/25/12	10/01/12	M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
E 15	WTLV	09/25/12	10/01/12	M-F 530-6p	CM	M-F 5:30p-6p	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
E 16	WTLV	09/25/12	10/01/12	M-F 6-630p	CM	M-F 6p-6:30p	MTWTF--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
E 17	WTLV	09/25/12	10/01/12	NBC Nightly News	CM	M-F 630p-7p	MTWTF--	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WTLV	09/25/12	10/01/12	NBC Nightly News	CM	M-F 630p-7p	MTWTF--	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00
		Week: 09/25/12	10/01/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 18	WTLV	09/25/12	10/01/12	M-F 7-730p	CM	M-F 7p-7:30p	MTWTF--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		Week: 09/25/12	10/01/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 19	WTLV	09/25/12	10/01/12	M-F 730-8p	CM	M-F 7:30p-8p	MTWTF--	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
		Week: 09/25/12	10/01/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 20	WTLV	09/25/12	10/01/12	LN (M-Su)	CM	11-1135p	MTWTFSS	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		Week: 09/25/12	10/01/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 21	WTLV	09/25/12	10/01/12	Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		Week: 09/25/12	10/01/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 22	WTLV	09/25/12	10/01/12	Late Night	CM	1235a-135a	MTWTF--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		Week: 09/25/12	10/01/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 23	WTLV	09/29/12	09/29/12	Sat 8-10a	CM	8a-10a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		Week: 09/25/12	10/01/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 24	WTLV	09/29/12	09/29/12	Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		Week: 09/24/12	09/30/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 25	WTLV	09/29/12	09/29/12	Sat 7-730p	CM	Sat 7p-7:30p	-----S-	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		Week: 09/24/12	09/30/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 26	WTLV	09/29/12	09/29/12	Sat 730-8p	CM	Sat 7:30p-8p	-----S-	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		Week: 09/24/12	09/30/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 27	WTLV	09/30/12	09/30/12	Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		Week: 09/24/12	09/30/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 28	WTLV	09/30/12	09/30/12	Sun 1130p-12a	CM	Sun 1130p-12a	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		Week: 09/24/12	09/30/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 29	WTLV	10/01/12	10/01/12	Mon Prime Other	CM	Various	M-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		Week: 10/01/12	10/07/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 30	WTLV	09/25/12	09/25/12	Tue Prime B	CM	Tue 9p-10p	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		Week: 09/24/12	09/30/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											
E 31	WTLV	09/28/12	09/28/12	Fri Prime A	CM	Fri 8p-9p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		Week: 09/24/12	09/30/12	Weekdays		Rate	Rating								
		Start Date	End Date	Spots/Week											

AL-ALM

Obama For America

Advertiser:

Product Desc:

OBAMA FOR AMERICA

1536

Estimate:

Order / Rev.

703687

Alt Order #:

6259095

Flight Dates:

09/25/12 - 10/01/12

[illegible]





# CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, James A. Messina  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

printed name

date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean Renewable Energy  
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martha Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

Date

1/18/2012

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title